

# **WBTV Charlotte, NC**

## **Significant Issues and Responsive Programming October 1, 2006 – December 31, 2006**

### **METHODOLOGY:**

Following are the categories of issues/concerns determined by WBTV to be of significance in the service area. Issues were determined through discussions with community leadership, viewers and concerned citizens. Topics were also generated by formal news department surveys conducted between newscasts. Results are shared with viewers that day.

Programming listed by category in this report is intended to be representative of coverage. Applicable CBS/network programming is attached by hard copy. All responsive local programming produced outside the already dedicated newscasts is aired in prime access time periods.

### **SIGNIFICANT ISSUES:**

#### **A. Public Safety**

**Drag Racing:** WBTV aired a special series of reports on dangerous drag racing taking place in the Metro area.

**Immigration Task Force:** How legal & illegal immigrants affected public safety, education and the economy in North Carolina.

**Don't Get Duped:** A series of stories on preventing people from being taken advantage of... one particular story done if Q4, charitable organizations – the best choices you can make. Also covered some of the less desirable choices based on how much money actually goes toward the organization's cause.

#### **B. Economy**

**Development:** Covered major development around the Stowe Botanical Gardens in Belmont, NC (Gaston County).

Improvements up & down Freedom Drive in Charlotte: new curbs, signage, street repair.

Camp Greene redevelopment (neighborhood near downtown Charlotte)

Coverage of historic landmark "The Coffee Cup": in danger of being torn down by Beazer properties in order to build condos/townhomes.

Union County story: The county wants to charge developers fees to help pay for schools & other infrastructure.

Google plant coming to Catawba County.

### **C. Social; Human Services**

Covered holiday shopping and new, stricter return policies enforced by retailers in 2006.

CMS (Charlotte-Mecklenburg Schools) completed a study on teen drinking, sex and violence among teenagers.

CMS is analyzing many schools in the area, trying to decide whether they are worth renovating, or if they need to build new schools.

WBTV put together a story on new CMS Superintendent Mr. Gorman, his first 100 days in the position.

WBTV aired a half-hour special "The Sobering Truth: Gangs 101", about gangs in schools.

### **PROGRAMS/PROGRAM SEGMENTS CITED IN THIS REPORT**

**WBTV NEWS REPORTS** - Daily coverage of issues. Newscasts are scheduled Monday-Friday; 5:00 a.m., 5:30 a.m., 6:00 a.m., 12 Noon, 5:00 p.m., 5:30 p.m., 6:00 p.m., 7:00 p.m., 11 p.m.. Saturday 6:00 p.m., 11 p.m.. Sunday 6:30 p.m., 11:00 p.m. (all newscasts are 30 minutes.)

A 10:00 p.m. Newscast is also produced for another local station (WJZY) 7 days a week.

**WBTV NEWS PRIMETIME** - As in most major markets, many working people in the Charlotte DMA do not have the opportunity to see local news at a time that is convenient for them. For this reason, WBTV 3 On Your Side became the first station in Charlotte to expand Local News to 7:00 p.m. WBTV expects this 7:00 p.m. Newscast to reach an entirely new segment of the population that has wanted to watch local news, but just did not get home in time for the traditional early newscasts. WBTV News Primetime debuted Tuesday, September 5<sup>th</sup>.

**In Search of Solutions** – A special one-hour report dealing with the aftermath of near riots in uptown Charlotte after 4<sup>th</sup> of July celebrations. Local black leaders spoke with News 3 reporter Steve Crump about the issues with youth in their community and what needs to be done to help them stay out of gangs and trouble. Aired Friday July 14<sup>th</sup>.

**3 ON YOUR SIDE** – Focused beats assigned to key anchors with demonstrated viewer benefit.

### **Topics include:**

#### **A. HEALTH BEAT**

Anchors Tonia Bendickson and Lenise Ligon tackle current health issues targeted at key viewers. Parenting stories and those affecting the children in the community are also a major focus.

## **B. GOVERNMENT**

WBTV News 3 focuses extensive coverage of major government issues that effect local taxpayers. Recent major issues include delays in the construction and repairs of major Charlotte area highways and extensive cost over runs of the new light rail system for Charlotte.

## **C. PERSONAL SAFETY**

Reporter Rob Tufano, a former New York City police officer, focuses on crime issues in the community and how local citizens can protect themselves. Reporter Sharon Smith examines how the court system fails to keep repeat offenders behind bars, putting them back on the streets, putting all of our personal safety at risk in her continuing series, Failed Justice.

## **WBTV SPECIAL PROGRAMS AND PROJECTS**

United Way of Central Carolinas – campaign to encourage citizens to donate their time and resources to help others – designed to support annual fund drive, which completed in October.

The Angel Tree program is a long-standing program coordinated by the Salvation Army to help families in need experience the joy of receiving gifts at Christmas. Throughout the community, trees laden with paper angels representing actual children await adoption by individuals (and businesses) to grant those Christmas wishes. Celebrating our fourth year, WBTV 3 once again partnered with the Salvation Army to create a promotional program to raise awareness and participation by the community.

PSA Schedules in place 4th Quarter 2006:

Div of Services for the Deaf & Hard of Hearing  
Carbon Monoxide  
Partnership for a Drug Free Carolinas  
United Way  
College Foundation of NC  
NC Governor RX  
Be Active  
FAFSA  
Ad Council Second Hand Smoke  
Mental Health National Anti Stigma Campaign  
Ad Council Video Game